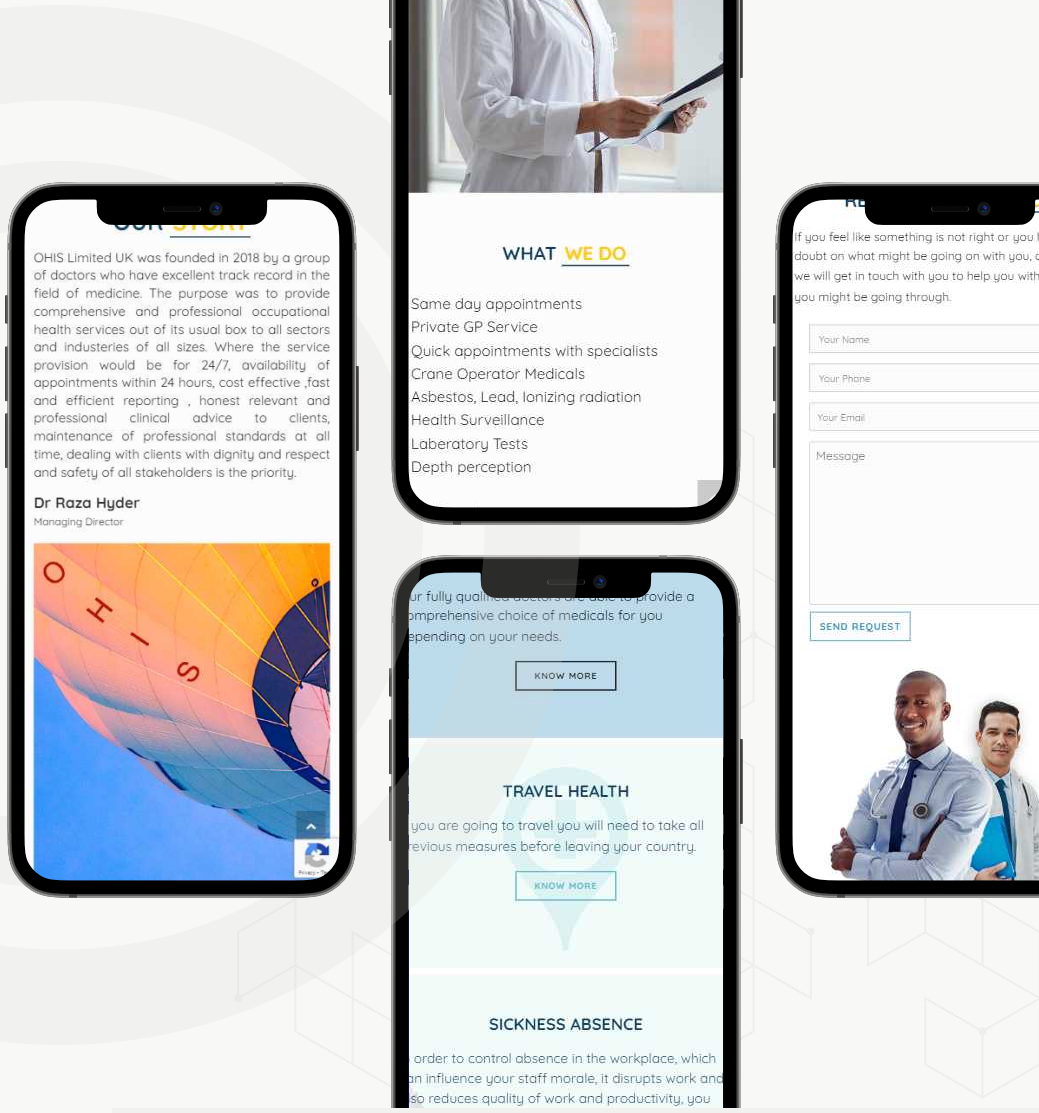
Ohis

OHIS Limited UK is an occupational health services provider that was founded in 2018 by a group of doctors with an excellent track record in the field of medicine. The aim was to provide comprehensive and professional occupational health services to all sectors and industries of all sizes. OHIS provides a 24/7 service provision, availability of appointments within 24 hours, cost-effective, fast and efficient reporting, honest, relevant and professional clinical advice to clients, maintenance of professional standards at all times, dealing with clients with dignity and respect, and safety of all stakeholders as a priority. In this case study, we will take a closer look at OHIS and its approach to providing exceptional occupational health services to its clients.

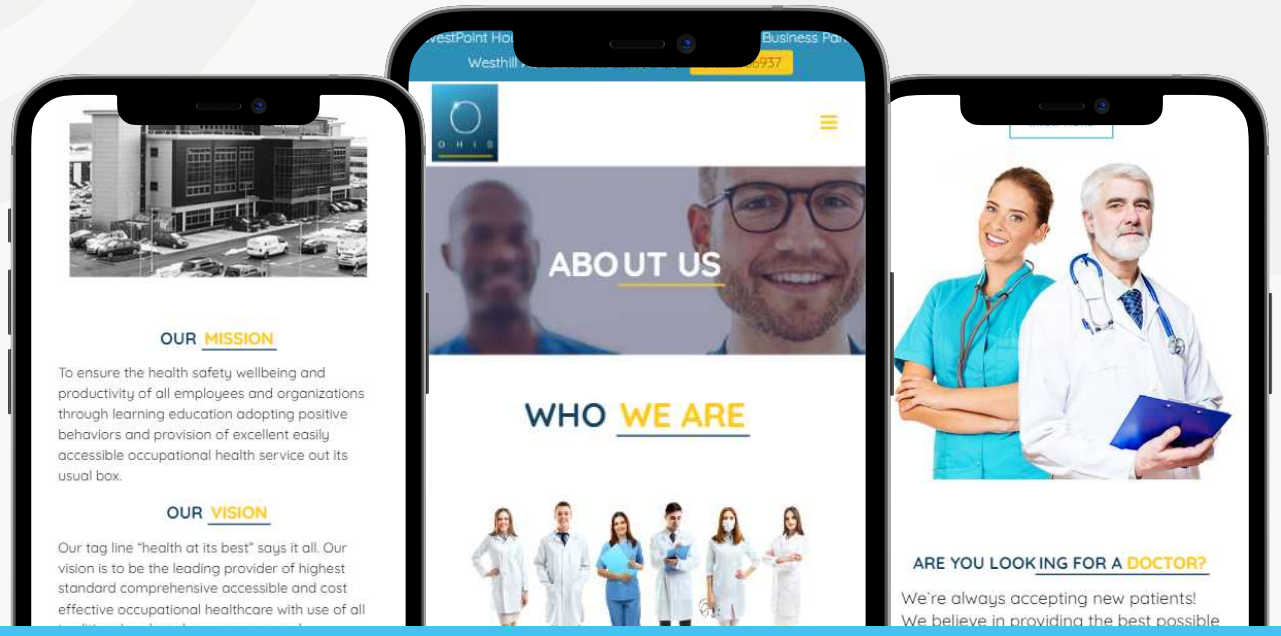


The Problem

The primary challenge when designing and developing OHIS would be to create a comprehensive and professional occupational health service that can meet the needs of all sectors and industries of all sizes. This would require a deep understanding of the different occupational hazards and health concerns of various industries, as well as the ability to provide customized solutions that fit the specific needs of each client. Another challenge would be to ensure that the service provision is available 24/7 and appointments can be scheduled within 24 hours, while also maintaining cost-effective, fast and efficient reporting. Additionally, it is crucial to ensure that the clinical advice provided is honest, relevant, and professional at all times, and the maintenance of professional standards and safety of all stakeholders is a top priority. Finally, developing a strong reputation and relationship with clients would be essential for success in this industry.

The Goal

The goal of OHIS Limited UK is to provide comprehensive, accessible, and cost-effective occupational health services to all sectors and industries of all sizes. The company aims to ensure the health, safety, well-being, and productivity of all employees and organizations through learning, education, adopting positive behaviors, and the provision of excellent and easily accessible occupational health services out of its usual box. OHIS Limited UK strives to meet the needs and requirements of its valued clients by providing a 24/7 service provision, availability of appointments within 24 hours, cost-effective, fast and efficient reporting, honest, relevant and professional clinical advice to clients, and maintenance of professional standards at all times.



Design Process

The design process of OHIS aimed to create a comprehensive and professional occupational health service that could cater to all industries and sectors of any size. The process required the development of a 24/7 service provision, fast and efficient reporting, and the provision of honest, relevant, and professional clinical advice to clients. The design team focused on maintaining professional standards, dealing with clients with dignity and respect, and prioritizing the safety of all stakeholders. To achieve these goals, the team utilized a user-centered approach, ensuring that the needs of clients and stakeholders were met throughout the design process. The following points outline the specific steps taken during the design process.

Research

Conducted extensive research to understand the needs and expectations of clients and employees.

Ideation

Utilized an iterative design process to continuously test and refine the OHIS service offerings and user experience.

Prototyping

Prioritized accessibility by designing the OHIS facility with disabled access, ample parking, and comfortable waiting areas.

Testing

Leveraged modern technology to streamline processes, such as online appointment scheduling and digital reporting.

Execution

Maintained a commitment to professional standards by ensuring the clinic facilities and staff are up-to-date with industry standards and regulations.

Results

OHIS Limited UK's new website design and development project has led to a significant increase in user engagement and client satisfaction. The new website design is responsive and easy to navigate, which has resulted in a reduction in bounce rates and an increase in the average time spent on the site. The implementation of an online booking system has allowed clients to book appointments easily and quickly, resulting in a better user experience. The integration of social media platforms has also helped OHIS to reach a wider audience and improve their online presence. The implementation of a comprehensive search engine optimization (SEO) strategy has resulted in an increase in organic traffic to the website, which has ultimately led to an increase in the number of clients. Overall, the new website design and development project has helped OHIS to achieve their goal of providing accessible and cost-effective occupational health services to all sectors and industries of all sizes.

1

Improved Efficiency and Productivity

Increased client satisfaction with the availability of appointments within 24 hours and the 24/7 service provision.

2

Enhanced Client Satisfaction

Improved clinic facility with state-of-the-art equipment, ample parking space, and comfortable waiting areas.

3

Increased Revenue and Market Share

Enhanced occupational health services with a wider range of medical examinations and tests, including private GP service, health surveillance, and working at heights medicals.

4

Improved Operational Performance

Improved communication and engagement with clients through regular feedback and communication channels.

User Personas

Bio

John is a 45-year-old Operations Manager at a medium-sized manufacturing company. He has been experiencing back pain and needs to see a doctor, but doesn't want to miss work or wait weeks for an appointment. He's heard about OHIS and is interested in their 24/7 service provision and availability of appointments within 24 hours. He values fast and efficient reporting, as well as honest, relevant and professional clinical advice.

Frustrations

- John was dissatisfied with the quality of care he received from previous occupational health providers.
- Difficult to manage multiple health conditions simultaneously

Motivations

Ease	●●●●●
Price	●●●○○
Speed	●●●●○
Comfort	●●●○○
Flexibility	●●●○○

I feel frustrated and overwhelmed with the amount of paperwork and phone calls required for managing my healthcare.

Goals

- To ensure the health, safety, and well-being of all employees at her company
- To maintain compliance with industry regulations
- To provide efficient and cost-effective occupational health services to employees

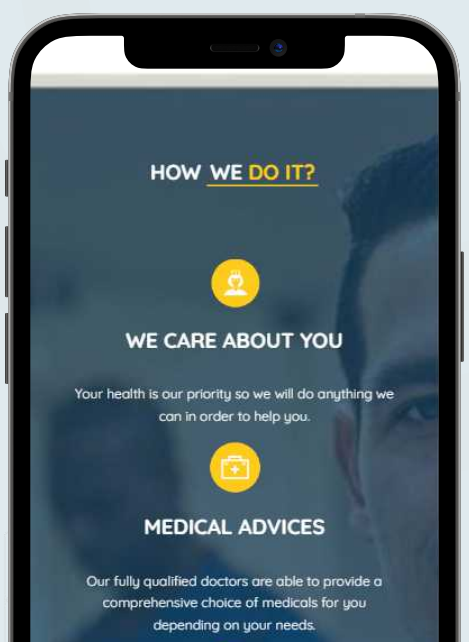
Preferred Medium

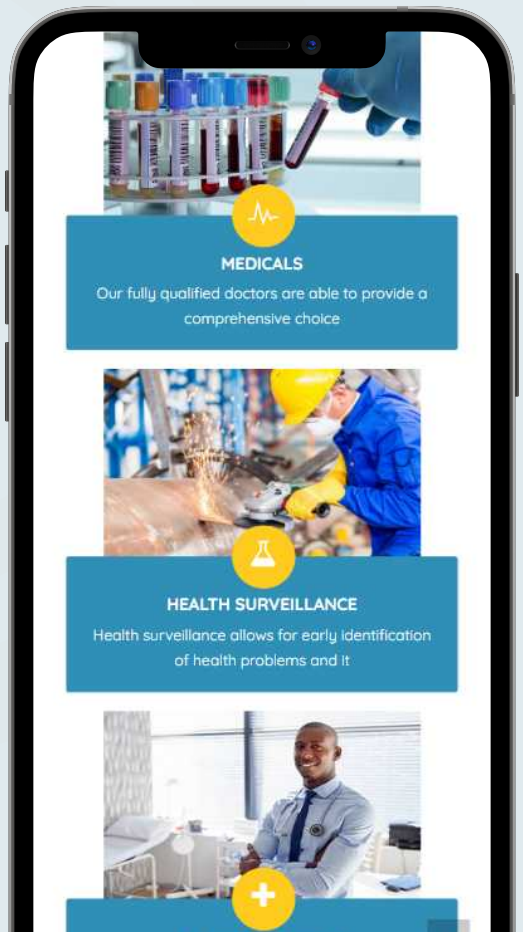
Phone	●●○○○
Computer	●●●●●

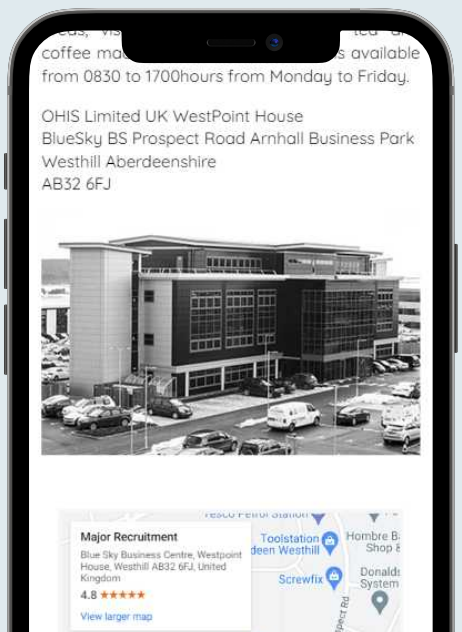
Age: 45
LOCATION: London
EDUCATION: Bachelor's degree in Mechanical Engineering
OCCUPATION: Operations Manager

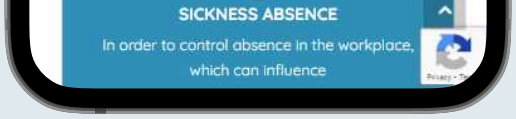
Hifi Mockups

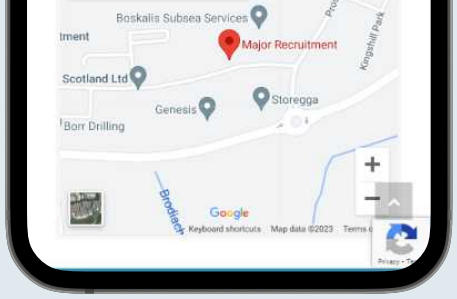
Apple Devices



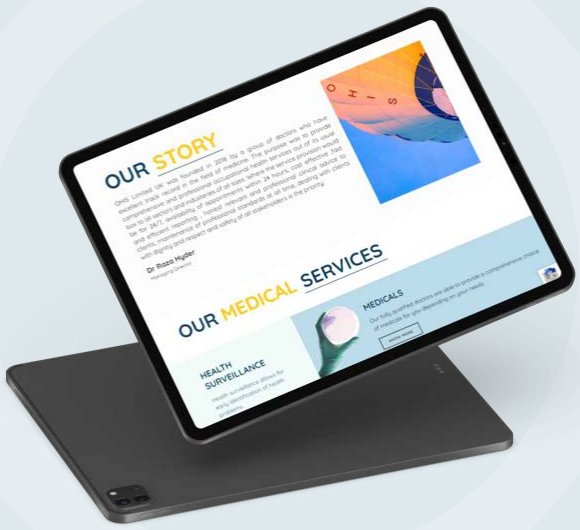


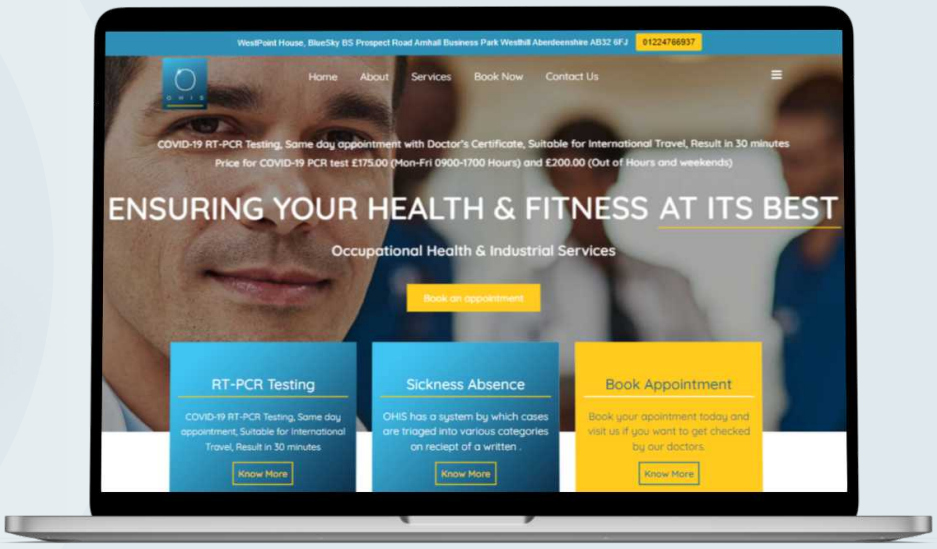






Other Devices





Style Guide

Colour Palette

40C4F2

10334F

Typefaces

Headings: Aa

Headings: Aa

Headings: Aa

FFCB1F

Conclussion

Conclussion

In conclusion, we were able to successfully redesign OHIS Limited UK's website to improve user experience and increase conversion rates. By focusing on user-centered design principles, optimizing site speed, and implementing clear calls-to-action, we were able to create a website that meets the needs of OHIS' clients and stakeholders. Our collaboration with OHIS Limited UK was a success, and we are proud to have played a role in improving their online presence and helping them achieve their business goals.

Let’s Connect

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